

## ORDER



**Orders**  
**Order / Rev:** 214675  
**Alt Order #:** 06863970  
**Product Desc:** 10/16-10/29 BARACK OBAMA  
**Estimate:** 1904  
**Flight Dates:** 10/16/12 - 11/05/12  
**Original Date / Rev:** 10/24/12 / 10/24/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Obama For America (D)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN13209  
**Agency External ID:** IN117/SP159/AL1336

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	72	\$20,890.00	\$17,756.50
10/29/12	11/05/12	16	\$7,910.00	\$6,723.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	72	\$20,890.00	\$17,756.50	0.00
November 2012	16	\$7,910.00	\$6,723.50	0.00
<b>Totals</b>	<b>88</b>	<b>\$28,800.00</b>	<b>\$24,480.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	23%	\$28,800.00
Market	100%	\$125,217.39

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	32%	\$40,069.57
WGNT	3%	\$3,756.52
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	14%	\$17,530.43
WTVZ	7%	\$8,765.22
WVEC	21%	\$26,295.65

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WVBT	10/16/12	10/19/12	M-F 2-3p Jerry Springer	CM	2-3p	- TWTF - -	:30	4	\$50.00	P3	0.00	NM	4	\$200.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	- TWTF - -		4		\$50.00		0.00					
2	WVBT	10/22/12	10/22/12		CM	2-3p	M- - - - -	:30	1	\$50.00	P3	0.00	NM	1	\$50.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 2-3p Jerry Springer											
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$50.00		0.00			
3	WVBT	10/16/12	10/19/12	M-F 4-5p M-F 4-5p	CM	4-5p	-TWTF--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					1	\$100.00		0.00			
4	WVBT	10/22/12	10/22/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$100.00		0.00			
5	WVBT	10/16/12	10/19/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	-TWTF--	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					2	\$100.00		0.00			
6	WVBT	10/22/12	10/22/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$100.00		0.00			
7	WVBT	10/17/12	10/17/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--W----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$500.00		0.00			
N 8	WVBT	10/22/12	10/22/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$500.00	P2	0.00	NM	0	\$0.00
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$500.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1		WVBT	10/22/12-10/28/12	M-F 10-1044p			10-1045p	M-----	:30	<del>(\$500.00)</del>	0.00	NM			
		Credited [No MG needed]													
10	WVBT	10/16/12	10/19/12	WAVY News 10 on FOXGM WAVY News 10 on FOX 43		WAVY News 10 or-	-TWTF--	:30	4	\$125.00	P4	0.00	NM	4	\$500.00
				AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					4	\$125.00		0.00			
11	WVBT	10/22/12	10/22/12	WAVY News 10 on FOXGM WAVY News 10 on FOX 43		WAVY News 10 or-	M-----	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
				AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$125.00		0.00			
12	WVBT	10/17/12	10/17/12	M-F 730-8p DISH Nation	CM	730-8p	--W----	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
				DISH NATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					2	\$125.00		0.00			
13	WVBT	10/22/12	10/22/12	M-F 730-8p DISH Nation	CM	730-8p	M-----	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
				DISH NATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$125.00		0.00			
N 14	WVBT	10/16/12	10/19/12	M-F 1130p-12a M-F 1130p-12a	CM	1130-12a	-TWTF--	:30	8	\$75.00	P3	0.00	NM	6	\$450.00

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**WVBT**

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DISH NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--		8				\$75.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WVBT	10/15/12-10/21/12		M-F 1130p-12a		1130-12a	-TWThF----	:30		<del>(\$75.00)</del>		0.00	NM		
See MG 23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11															
[Sports Ran Over]															
7	WVBT	10/15/12-10/21/12		M-F 1130p-12a		1130-12a	-TWThF----	:30		<del>(\$75.00)</del>		0.00	NM		
See MG 23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11															
[Sports Ran Over]															
15	WVBT	10/22/12	10/22/12	M-F 1130p-12a	CM	1130-12a	M-----	:30	2	\$75.00	P3	0.00	NM	2	\$150.00
M-F 1130p-12a															
DISH NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		2				\$75.00		0.00			
16	WVBT	10/17/12	10/17/12	MLB Championship	CM	MLB Championship	--W----	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
MLB Championship															
2012 N.L.C.S.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1				\$400.00		0.00			
17	WVBT	10/20/12	10/20/12	College Football	CM	College Football	-----S-	:30	2	\$300.00	P3	0.00	NM	3	\$600.00
College Football															
(3:00 PM-7:00 PM)															
FOX COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		2				\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WVBT	10/15/12-10/21/12		College Football		College Football (3:00 PM-7:00 PM)	P-----Sa--	:30		<del>(\$300.00)</del>		0.00	NM		
See MG 17.3,17.4,17.5															
[Product Separation Conflict]															
2	WVBT	10/15/12-10/21/12		College Football		College Football (3:00 PM-7:00 PM)	P-----Sa--	:30		<del>(\$300.00)</del>		0.00	NM		
See MG 17.3,17.4,17.5															
[Product Separation Conflict]															
3	WVBT	10/17/12-10/17/12		MLB Championship		MLB Championsh	--W-----	:30		\$400.00		0.00	NM		
Ⓜ MG for 17.2,17.1															
[Makegood]															
4	WVBT	10/18/12-10/18/12		M-F 6-7p		6-7p	---Th-----	:30		\$100.00		0.00	NM		
Ⓜ MG for 17.2,17.1															
[Makegood]															
5	WVBT	10/19/12-10/19/12		M-F 6-7p		6-7p	-----F----	:30		\$100.00		0.00	NM		
Ⓜ MG for 17.2,17.1															
[Makegood]															
18	WVBT	10/20/12	10/20/12	College Football	CM	College Football	-----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
College Football															
(7:00 PM-10:30 PM)															
FOX COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		2				\$300.00		0.00			
19	WVBT	10/21/12	10/21/12	FOX News Sunday	CM	10-11a	-----S	:30	2	\$75.00	P2	0.00	NM	2	\$150.00
Fox News Sunday															
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		2				\$75.00		0.00			
20	WVBT	10/21/12	10/21/12	Fox NFL Post Game	CM	Fox NFL Post Game	-----S	:30	1	\$1,800.00	P2	0.00	NM	1	\$1,800.00
Fox NFL Post Game															
NFL POST GAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$1,800.00		0.00			
N21	WVBT	10/21/12	10/21/12	Sun Hour 1	CM	7-8p	-----S	:30	2	\$900.00	P2	0.00	NM	0	\$0.00
Sun 7-8p															
SIMPSONS/CLEVELAND SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		2				\$900.00		0.00			

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WVBT

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N21	WVBT	10/21/12	10/21/12	Sun Hour 1 Sun 7-8p	CM	7-8p	-----S	:30	2	\$900.00	P2	0.00	NM	0	\$0.00
SIMPSONS/CLEVELAND SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WVBT	10/15/12-10/21/12		Sun Hour 1	7-8p		-----Su	:30	<del>(\$900.00)</del>	0.00	NM				
See MG 23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11 [Sports Ran Over]															
2	WVBT	10/15/12-10/21/12		Sun Hour 1	7-8p		-----Su	:30	<del>(\$900.00)</del>	0.00	NM				
See MG 23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11 [Sports Ran Over]															
N22	WVBT	10/21/12	10/21/12	Sun Hour 2 Sun 8-9p	CM	8-9p	-----S	:30	2	\$1,200.00	P2	0.00	NM	0	\$0.00
SIMPSONS/BOB'S BURGERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WVBT	10/15/12-10/21/12		Sun Hour 2	8-9p		-----Su	:30	<del>(\$1,200.00)</del>	0.00	NM				
See MG 23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11 [Program Change]															
2	WVBT	10/15/12-10/21/12		Sun Hour 2	8-9p		-----Su	:30	<del>(\$1,200.00)</del>	0.00	NM				
See MG 23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11 [Program Change]															
N23	WVBT	10/21/12	10/21/12	Sun Hour 3 Sun 9-10p	CM	9-10p	-----S	:30	2	\$1,200.00	P2	0.00	NM	9	\$6,950.00
FAMILY GUY/AMERICAN DAD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$1,200.00		0.00						



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29	WVBT	10/29/12	10/29/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$100.00		0.00			
30	WVBT	10/24/12	10/26/12	M-F 3-4p Steve Wilkos	CM	3-4p	--WTF--	:30	4	\$60.00	P4	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		4				\$60.00		0.00			
31	WVBT	10/29/12	10/29/12	M-F 3-4p Steve Wilkos	CM	3-4p	M-----	:30	1	\$60.00	P4	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$60.00		0.00			
32	WVBT	10/24/12	10/26/12	WAVY News 10 on FOXGM WAVY News 10 on FOX 43		WAVY News 10 or	--WTF--	:30	8	\$125.00	P4	0.00	NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		8				\$125.00		0.00			
33	WVBT	10/29/12	10/29/12	WAVY News 10 on FOXGM WAVY News 10 on FOX 43		WAVY News 10 or	M-----	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		2				\$125.00		0.00			
34	WVBT	10/29/12	10/29/12	M-F 2-3p Jerry Springer	CM	2-3p	M-----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$50.00		0.00			
35	WVBT	10/24/12	10/26/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--W-F--	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W-F--		2				\$500.00		0.00			
36	WVBT	10/24/12	10/25/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	--WT---	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WT---		2				\$400.00		0.00			
37	WVBT	10/29/12	10/29/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	M-----	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$400.00		0.00			
38	WVBT	10/24/12	10/24/12	World Series World Series	CM	World Series	--W----	:30	2	\$1,200.00	P3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		2				\$1,200.00		0.00			
39	WVBT	10/25/12	10/25/12	World Series World Series	CM	World Series	---T---	:30	2	\$1,200.00	P3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		2				\$1,200.00		0.00			
40	WVBT	10/27/12	10/27/12	World Series World Series	CM	World Series	-----S-	:30	2	\$1,200.00	P3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2				\$1,200.00		0.00			
41	WVBT	10/28/12	10/28/12	World Series World Series	CM	World Series	-----S	:30	2	\$1,200.00	P3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		2				\$1,200.00		0.00			
													Totals	88	\$28,800.00